

FIG. 1

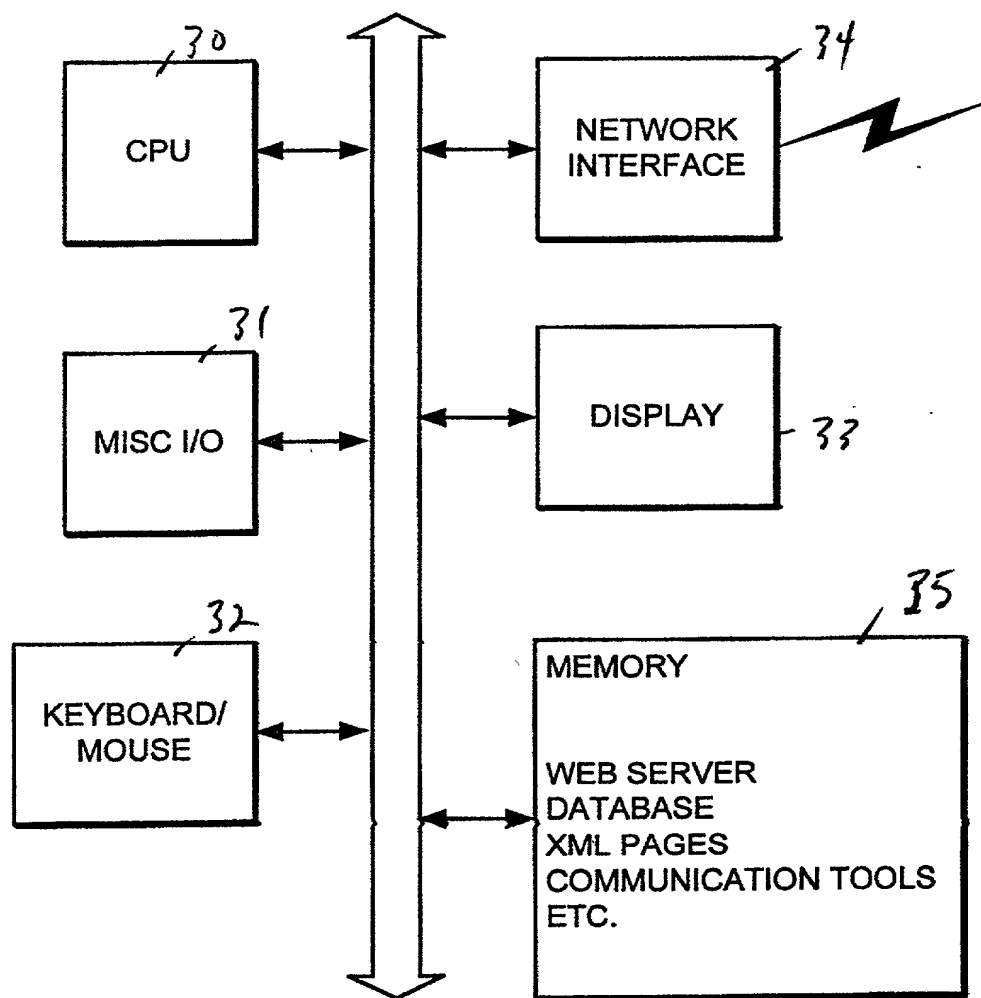


FIG. 2

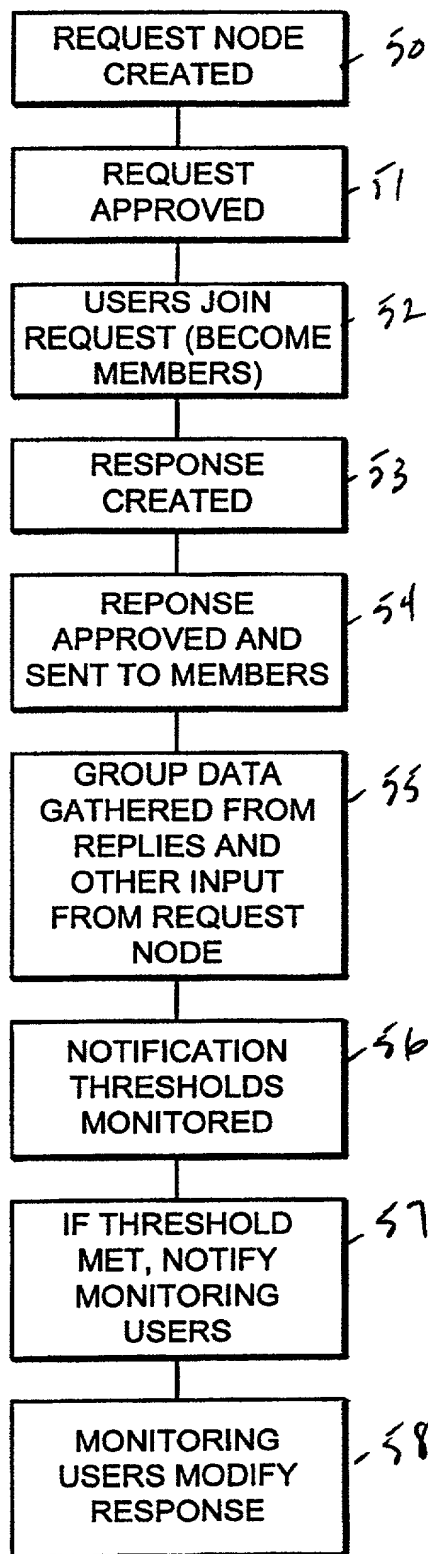


FIG. 3

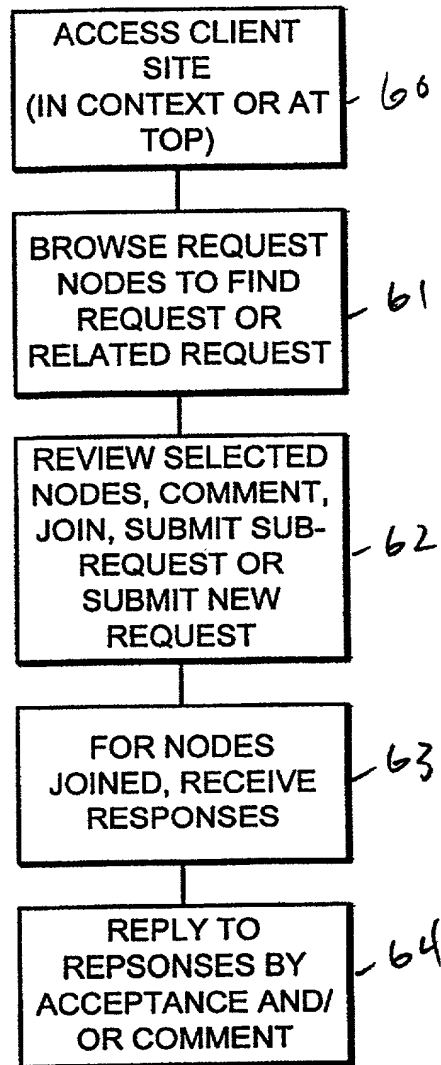


FIG. 4

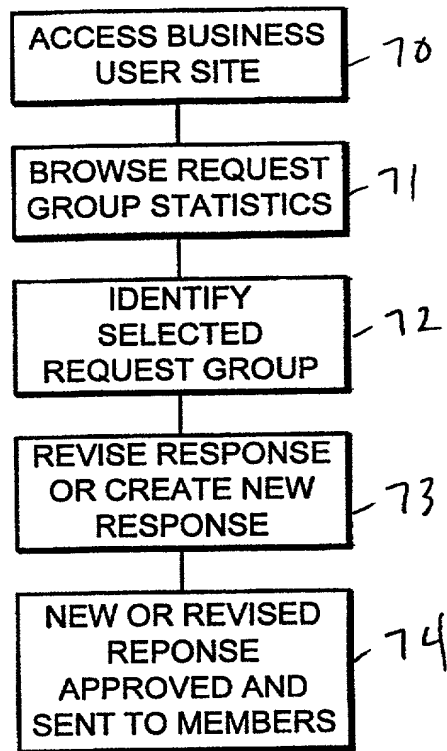


FIG 5

6/27

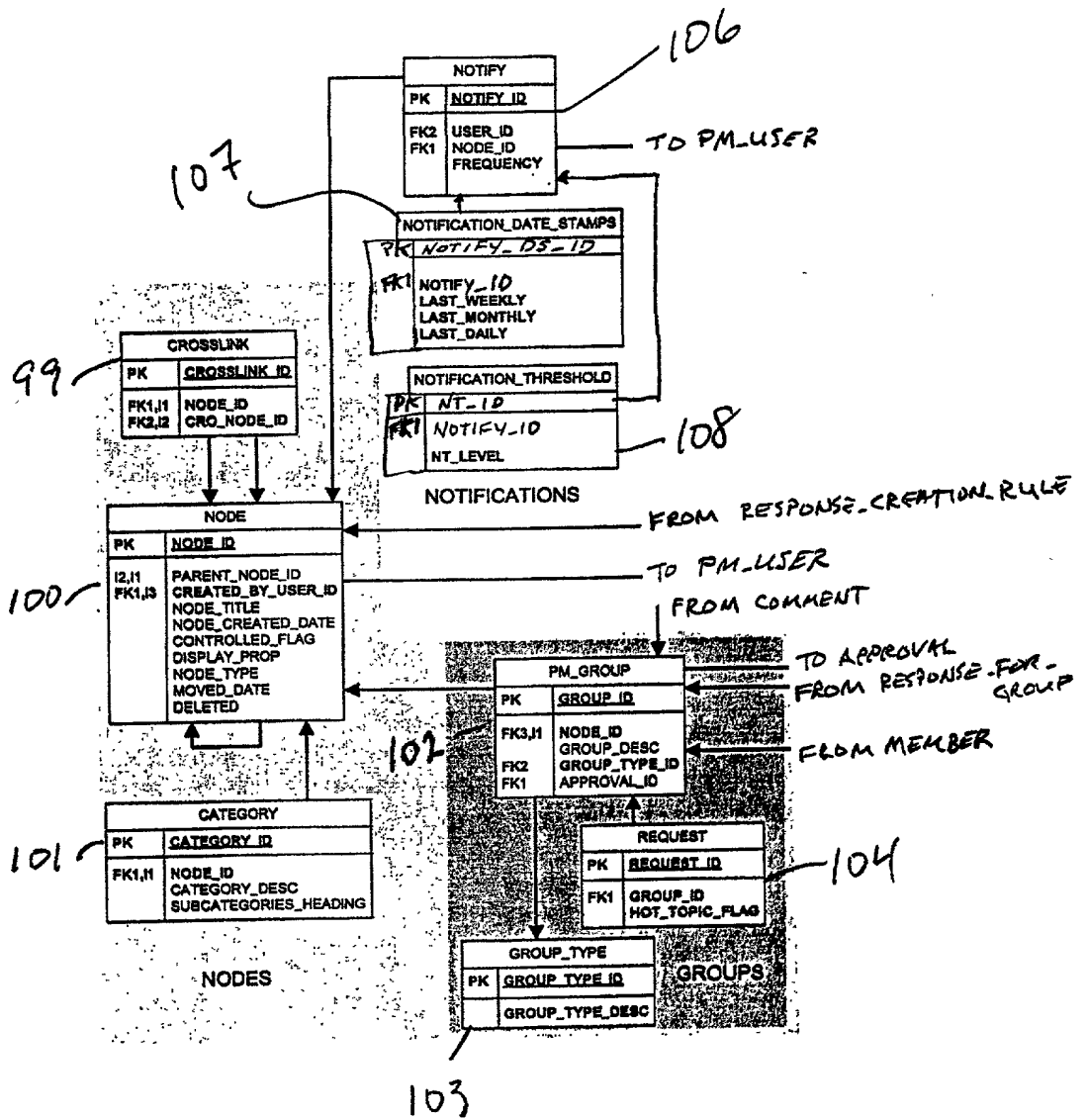


FIG. 6A

7/27

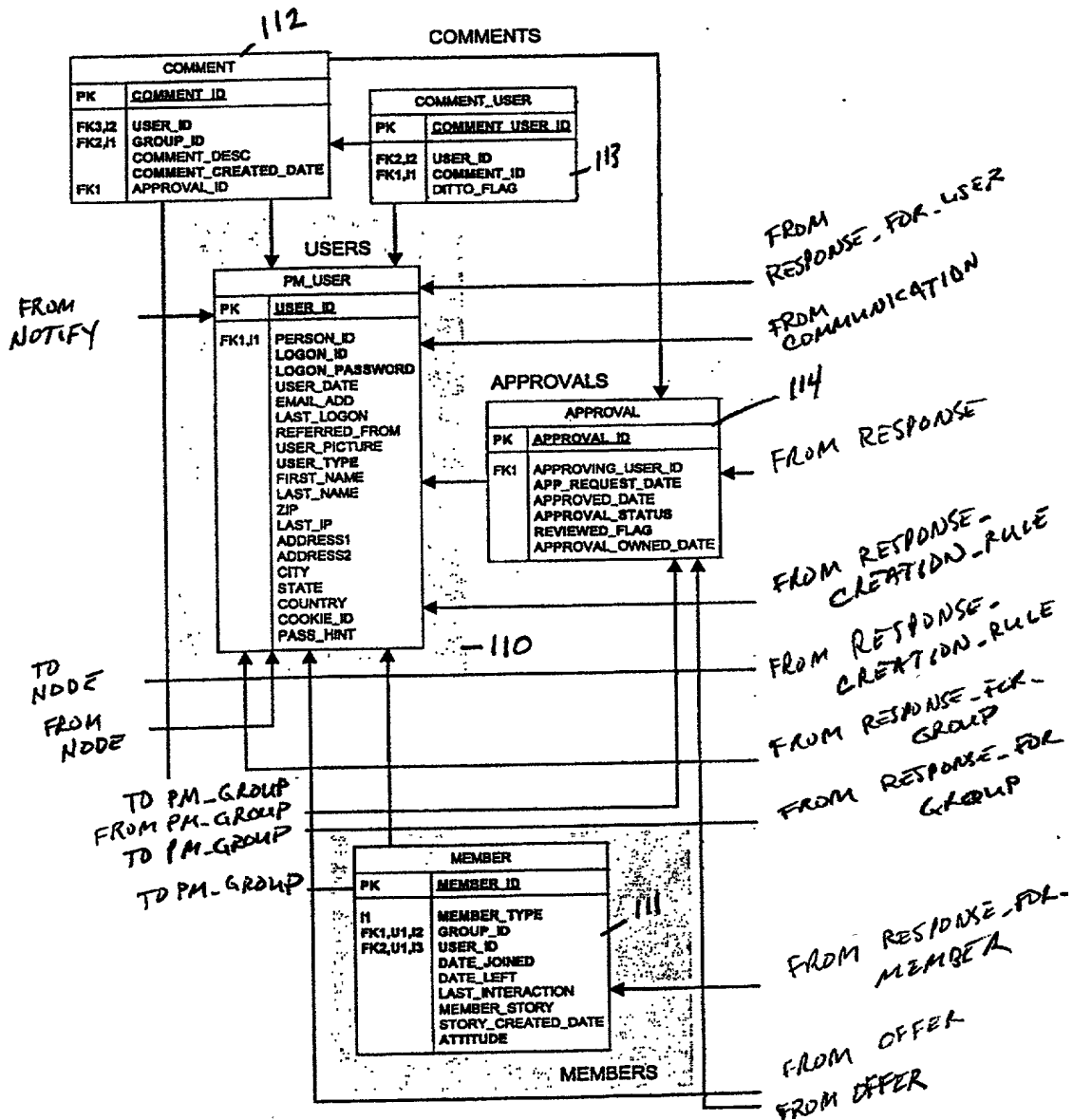


FIG. 6B

8/27

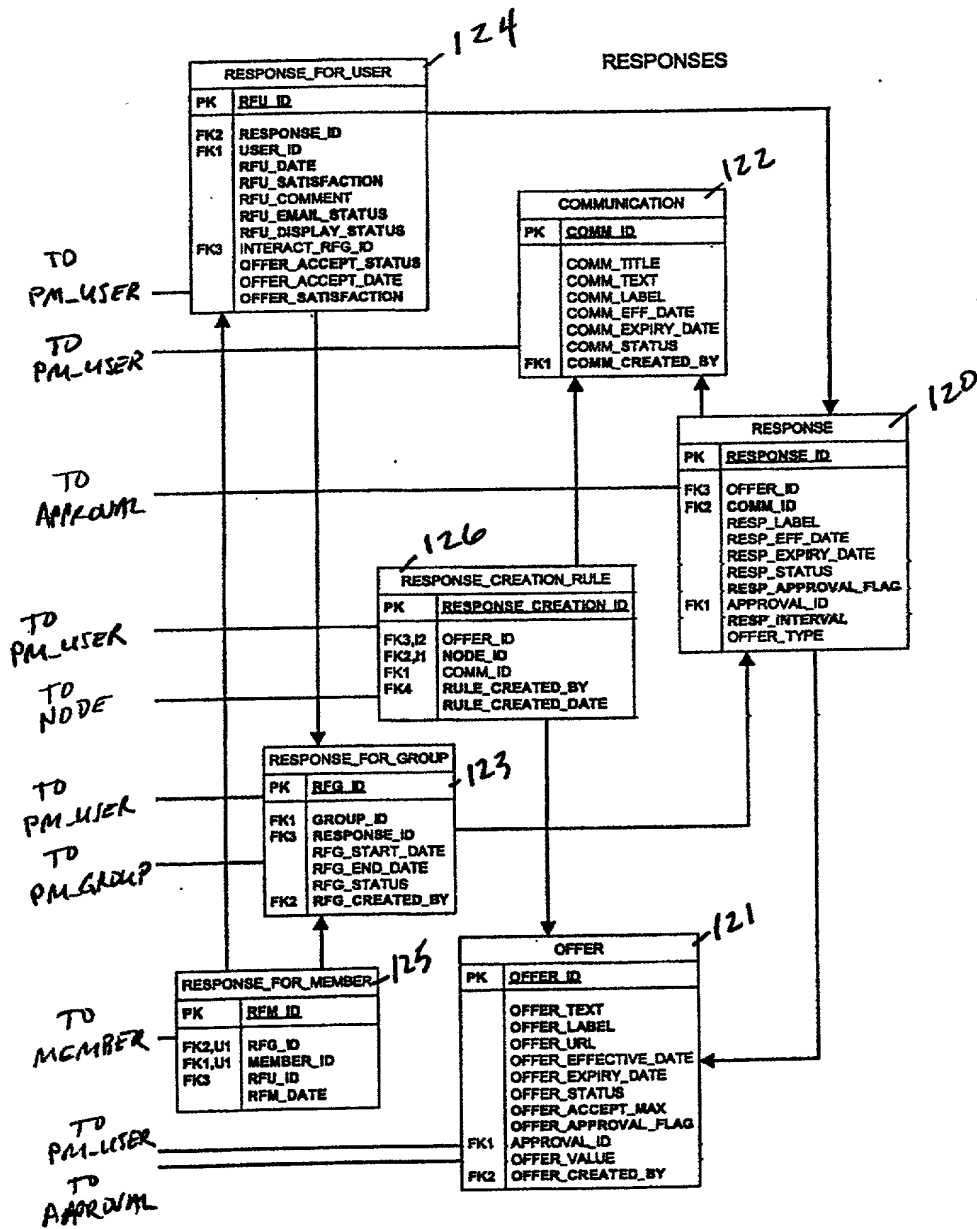



FIG. 6C



9/27

Welcome


200 ↓

  
invent

→ search  
→ contact us

- go to product -


→ help  
→ your account  
→ technical support

  
Your cart is empty

Buy Online or Call  
1-888-999-4747

209 → → sign in → register

other countries

 view cart

Please tell us what you want

Issues Suggestions Thoughts Feedback

>> Top

I want:  208 Search

201 ✓


**Browse the Request Directory**

<b>Product Availability &amp; Information</b> ← 202 Printers etc., Computers, Digital Photo, Mobile...	<b>Purchasing Experience</b> -205 Website, Presales, Ordering, Shopping Cart...
<b>Shipping / Delivery / First Use</b> 203 Options, Pricing, Tracking, Delivery Time...	<b>Product Support</b> -205 Standard, Extended, Service Options
<b>Special Promotions / Coupons &amp; Rebates</b> 204 Updates, Specials, New Products, Coupons...	<b>Customer Service &amp; Assistance</b> 207 Urgent, Phone, Email, Chat...

FIG. 7

Welcome


200 ↓

  
invent

→ search  
→ contact us  
→ hpshopping home

- go to product -


→ help  
→ your account  
→ technical support

  
Your cart is empty

Buy Online or Call  
1-888-999-4747

209 → → sign in → register

other countries

 view cart

Please tell us what you want

Issues Suggestions Thoughts Feedback

>> Top > Product Availability & Information

I want:  208 Search

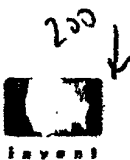
**What aspect of Product Availability & Information is your request about?**

<b>Printers etc.</b> ← 220 Back-order out of stock printer cartridges, Suggestions for alternative printer cartridges, Automatic shipments of printer cartridges, Air-tight wrapping to prevent dry out...	<b>Mobile</b> -223 <b>Accessories</b> -224
<b>Computers</b> -221 A Linux-powered laptop, To know Network Interface Card compatibility	
<b>Digital Photo</b> -222 A digital camera that uses 3.5-inch floppies, Camera that uses mini-optical disks for photo storage, Black and white digital camera	

FIG. 8

10/27

Welcome



204  
↓

→ sign in → register

other countries

view cart

## Please tell us what you want

Issues Suggestions Thoughts Feedback

>> Top > Product Availability & Information > Printers etc.

- search
- contact us
- shopping home


- go to product -

- help
- your account
- technical support

**cart**

→ Your cart is empty

Buy Online or Call  
1-888-999-4747

I want:  

What aspect of Printers etc. is your request about?

Please select request(s) or click to read more

Hot Topic!

- ☒ Suggestions for alternative printer cartridges ✓
- ☐ Suggestions for compatible cartridges.
- ☐ Back-order out of stock printer cartridges
- ☐ Notification when product is back in stock
- ☐ Automatic shipments of printer cartridges
- ☐ Air-tight wrapping to prevent dry out
- ☐ Ultraviolet ink
- ☐ Fax option for 800 series → printers
- ☐ glow in the dark ink
- ☐ To purchase a custom logo printer
- ☐ A red printer cable
- ☐ To find photographic quality printers.
- ☐ Discount bulk cartridges when buying a printer@
- ☐ Discount coupons I can use at any retailer

231


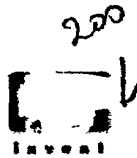
Please  or add a new request. 233

FIG. 9

11/27

Welcome



- search
- contact us
- hpshopping home

- go to product -

- help
- your account
- technical support



Buy Online or Call  
1-888-999-4747

<sup>209</sup> → sign in → register

other countries

view cart

## Please tell us what you want

Issues Suggestions Thoughts Feedback

>> [Top](#) > [Product Availability & Information](#) > [Printers etc.](#) >  
Suggestions for alternative printer cartridges

I want:  <sup>208</sup>

### Suggestions for alternative printer cartridges <sup>235</sup>

When a printer cartridge is out of stock, I want an alternative recommended that will also work, is in stock and can be ordered right away.

[\[see more specific requests\]](#)

- ☐ I want that tool
  - ☐ I have a more specific request
  - ☐ No thank you
  - ☐ I am opposed!
- } <sup>236</sup>

### More specific requests

- [Suggestions for compatible cartridges.](#)
- } <sup>237</sup>

[Make a more specific request](#)

### Comments

There are no comments to display

} <sup>238</sup>

FIG. 10

12/27

Welcome

[→ sign in](#)

[→ register](#)

[other countries](#)

 [view cart](#)



## Please tell us what you want

[Issues](#)[Suggestions](#)[Thoughts](#)[Feedback](#)

- [→ search](#)
- [→ contact us](#)
- [→ hpshopping home](#)

[- go to product -](#)

- [→ help](#)
- [→ your account](#)
- [→ technical support](#)

 [cart](#)

[→ Your cart is empty](#)

Buy Online or Call  
1-888-999-4747

### Write a New Request

Please write your request. We will review it and respond by email. If your request meets our guidelines, we will publish it so that other people can make suggestions on what we should do for this issue.

1. Please describe what you want: (Please state this as a positive request!)

Faster printers

234.

2. Please give a brief summary of your request:

[Top>Product Availability & Information](#)

I want:

240

241

FIG. 11

13/27

Welcome

[sign in](#)

[register](#)

[other countries](#)

 [view cart](#)



- [search](#)
- [contact us](#)
- [hpshopping home](#)

[go to product](#)

- [help](#)
- [your account](#)
- [technical support](#)

 [cart](#)  
→ Your cart is empty

Buy Online or Call  
1-888-999-4747

Please tell us what you want

Issues Suggestions Thoughts Feedback

New User? [Sign Me Up.](#)

Please log in or register so that we can make you an offer

email address:

password:

- 245  
 - 246

☐ remember email and password  
([what's this?](#))

[Submit](#)

[forgot your password?](#)

By selecting "submit," you agree with the [terms of use](#) and [policies](#) pertaining to this site.

FIG. 12

14/27

Improving the customer experience

Welcome, [Logout](#) [Help](#)

[Home](#) [Service Queues](#) [Responses](#) [Content](#) [Administration](#)

[Browse](#) [Critical Issues](#) [Tracking](#) [Feedback](#) [Charts](#) [Search](#)

## Top

### ☐ Product Availability & Information

Printers etc. (12 requests), Computers (2 requests), Digital Photo (3 requests), Mobile...

### ☐ Shipping / Delivery/ First Use

Options (4 requests), Pricing (1 request), Tracking (3 requests), Delivery Time (2 requests)...

### ☐ Special Promotions / Coupons & Rebates

Updates, Specials (2 requests), New Products (1 request), Coupons (3 requests)...

### ☐ Purchasing Experience

Website (9 requests), Presales (1 request), Ordering (1 request), Shopping Cart (3 requests)...

### ☐ Product Support

Standard, Extended, Service Options (2 requests), Consistent 1-Year Warranty

### ☐ Customer Service & Assistance

Urgent, Phone (5 requests), Email (3 requests), Chat...

TRACK THIS CATEGORY? ☐

FIG. 13

Improving the customer experience

Welcome, [Logout](#) [Help](#)

[Home](#) [Service Queues](#) [Responses](#) [Content](#) [Administration](#)

[Browse](#) [Critical Issues](#) [Tracking](#) [Feedback](#) [Charts](#) [Search](#)

Top >>

## Product Availability & Information

TRACK THIS CATEGORY? ☐

### ☐ Printers etc.

Back-order out of stock printer cartridges (2 requests), Suggestions for alternative printer cartridges (2 requests), Automatic shipments of printer cartridges, Air-tight wrapping to prevent dry out...

### ☐ Computers

A Linux-powered laptop, To know Network Interface Card compatibility

### ☐ Digital Photo

A digital camera that uses 3.5-inch floppies, Camera that uses mini-optical disks for photo storage, Black and white digital camera

### ☐ Mobile

### ☐ Accessories

FIG. 14

15/27

[Top > Product Availability & Information >>](#)

## Printers etc.

TRACK THIS CATEGORY? ☐

[Add a new request](#)

316

Characteristics	Title	Comments	Number Members	Tracking	Number Tracking
Hot Topic	<u>Suggestions for alternative printer cartridges</u>	None	22	<input checked="" type="checkbox"/>	3
	<u>Suggestions for compatible cartridges.</u>	None	15	<input type="checkbox"/>	1
	<u>Back-order out of stock printer cartridges</u>	<a href="#">Comments</a>	35	<input checked="" type="checkbox"/>	2
	<u>Notification when product is back in stock</u>	None	6	<input type="checkbox"/>	1
	<u>Automatic shipments of printer cartridges</u>	None	7	<input type="checkbox"/>	1
	<u>Air-tight wrapping to prevent dry out</u>	<a href="#">Comments</a>	6	<input type="checkbox"/>	1
	<u>Ultraviolet ink</u>	None	4	<input type="checkbox"/>	1
	<u>Fax option for 800 series. Printers</u>	None	2	<input type="checkbox"/>	0
	<u>glow in the dark ink</u>	None	2	<input type="checkbox"/>	1
	<u>To purchase a custom logo printer</u>	None	1	<input type="checkbox"/>	1
New	<u>Folding/compact printer</u>	None	1	<input type="checkbox"/>	1
	<u>Waterproof ink.</u>	None	1	<input type="checkbox"/>	1
	<u>A red printer cable</u>	None	1	<input type="checkbox"/>	0
	<u>To find photographic quality printers.</u>	None	1	<input type="checkbox"/>	0
New	<u>Glitter ink.</u>	None	1	<input type="checkbox"/>	0
	<u>Discount bulk cartridges when buying a printer@</u>	None	22	<input checked="" type="checkbox"/>	2
	<u>Discount coupons I can use at any retailer</u>	None	7	<input type="checkbox"/>	0

↑  
310

↑  
311

↑  
312

↑  
313

↑  
314

↑  
315

FIG. 15

16/27

Welcome.

[Logout](#) [Help](#)

improving the customer experience

[Home](#) [Service Queues](#) [Responses](#) [Content](#) [Administration](#)

[Browse](#) [Critical Issues](#) [Tracking](#) [Feedback](#) [Shorts](#) [Search](#)

[Top](#) > [Product Availability & Information](#) > [Printers etc.](#) >>

## Back-order out of stock printer cartridges

[< back](#)

### Display Comments

Name	Comment	Attitude
Alkes Price	You can also look for an alternative cartridge. And ask for <u>help</u> with <u>that</u> too!	AGREE
Susan Berman	Learning when out-of-stock products will definitely be available would be useful.	AGREE

↑  
321

↑  
320

↑  
322

FIG.16



17/27

FK.17

Welcome,

[Logout](#) [Help](#)

improving the customer experience

[Analysis](#)

[Service Queues](#)

[Responses](#)

[Content](#)

[Administration](#)

[Home](#)

[Critical Issues](#)

[Tracking](#)

[Feedback](#)

[Shorts](#)

[Search](#)

[GO](#)

[Top](#) > [Product Availability & Information](#) > [Printers etc.](#) >>

## Back-order out of stock printer cartridges

TRACK THIS REQUEST

### Request Detail

Full text of request (edit): When a printer cartridge is out of stock, I want to back order it ] 330

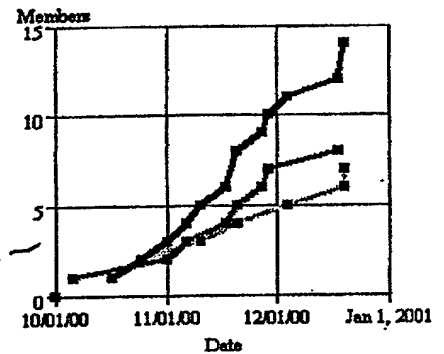
Is request a Hot Topic? ☐ ] 331

### Membership Summary

	Total	Agree	Oppose	Satisfied	Dis.	Accept	Reject
Members	35	33	2	6	11	15	3
Stories	0	0	0	0	0	0	0
Comments	2	2	0	1	0	0	1

Show Chart: [Members](#)

☐ Want
 ☐ Opposed
 ☐ Accepted
 ☐ Rejected
 ☐ No Resolution



### Employees tracking this request

Name  
 Rich Pusateri  
 Howard Hartenbaum

Email

\_\_\_\_\_@com  
 \_\_\_\_\_@com

### Subrequests

Add a new request

Characteristics

Title

Notification when product is back in stock

Comments Number Tracking  
 None 6 1

[Track](#)

### Responses

Make a new response

Status	Created by	Date created	End Date	Response ID	#Responses sent	Average satisfaction	Communication title	Communication label	Expiry interval	Offer label	Offer type	One time offer	%Offers accepted
Active		12/20/2000		77	26		backorder	backorder	90	backorder	Spiff	Yes	0
		12/12/2000		73	26	4.0	back order	back order	90	back order	Spiff	Yes	4
		10/17/2000		1	27	2.9	We are sorry but we cannot back order items for you	cannot backorder items	365	search cartridge	Spiff	Yes	52

18/27

Improving the customer experience

Welcome, [Logout](#) [Help](#)

[Analysis](#) [Service Queues](#) [Responses](#) [Content](#) [Administration](#)

[Browse](#) [Critical Issues](#) [Tracking](#) [Feedback](#) [Shorts](#) [Search](#)  [GO](#)

## Design Response

Step 1 of 5

### Specify Response for "Back-order out of stock printer cartridges"

Make response to subrequests as well?

341 ☒ Notification when product is back in stock

Select communication template: ☒ New 342

Select offer template: ☒ None

Type: ☐ Solution ☒ Spiff 344

Expires: ☐ 30 days after receipt ☐ 90 days after receipt ☒ 1 year after receipt ☐ Never 345

[Cancel](#) [Next >](#) 346

FIG. 18

FIG. 19

Improving the customer experience

Welcome, [Logout](#) [Help](#)

[Analysis](#) [Service Queues](#) [Responses](#) [Content](#) [Administration](#)

[Browse](#) [Critical Issues](#) [Tracking](#) [Feedback](#) [Shorts](#) [Search](#)  [GO](#)

## Design Response

Step 2 of 5

### Customize Response for "Back-order out of stock printer cartridges"

Communication Data:

Label: 350

Title: 351

Text: 352

[Cancel](#) [Back](#) [Next >](#) 353

19/27

Welcome,

Logout Help

Improving the customer experience

Analysis

Service Queues

Responses

Content

Administration

Browse

Critical Issues

Tasking

Feedback

Shorts

Search

GO

## Design Response

Step 3 of 5

### Preview Web Response for "Back-order out of stock printer cartridges"

Communication Label: test  
Offer Label: None

Customers will see a page similar to this when they select the request:

tests — 357

Thank you for requesting "Back-order out of stock printer cartridges"

tested 358 359

Are you satisfied with this response?

☐ Very dissatisfied ☐ Slightly dissatisfied ☐ Neutral ☐ Somewhat satisfied ☒ Totally satisfied J

If you have a comment on our response, please let us know  
[Input text area for comment will be here] J 360

Submit

361  
Cancel

< Back

Next > 362

FIG. 20

20/27

## Design Response

Step 4 of 5

### Preview Email Response for "Back-order out of stock printer cartridges"

Communication Label: test  
Offer Label: None

The 35 customers who've already made this request will be sent an email message similar to the following once you confirm this response:

From: [response@hp.com](mailto:response@hp.com)  
Subject: tests

tested

To respond please go to  
<http://URL>

If you no longer wish to receive these messages go to  
<http://URL2>

365

[Cancel](#) [< Back](#) [Next >](#)

FIG. 21

## Design Response

Step 5 of 5

### Confirm Response for "Back-order out of stock printer cartridges"

- Send to: Back-order out of stock printer cartridges
  - Send to: Notification when product is back in stock

) 368

Title: tests  
Communication label: test  
Offer label: None Expires: 1 year after receipt

[Cancel](#) [< Back](#) [Finish](#)

← 369

FIG. 22

21/27

Improving the customer experience

300 V

Welcome,

Logout Help

Analysis

Service Queues

Responses

Content

Administration

Per Category

My Approvals



My Categories

Share

Search

GO

Top &gt; Product Availability &amp; Information &gt;&gt;

**Printers etc.**Browse down:  **Requests Pending Approval [ 2 ]**

	Title	Date submitted	Created by	Worked on by	Since
	<u>Glitter ink.</u>	12/20/00	Rich Pusateri		
	<u>Folding/compact printer</u>	11/02/00	Howard Hartenbaum		

]-375

**Comments Pending Approval [ 0 ]**

There are no comments pending approval in this context.

]-376

FIG. 23

Improving the customer experience

300 V

Welcome,

Logout Help

Analysis

Service Queues

Responses

Content

Administration

Templates

Response History

Response Detail

Feedback

Share

Search

GO

Top &gt; Product Availability &amp; Information &gt;&gt;

**Printers etc.**

&lt; back

**Create Communication Template**



Label:	<input type="text"/>	Find 
Title:	<input type="text"/>	
Description:	<input type="text"/>	
Submit 		

FIG 24

22/27

Top > Product Availability & Information >>

## Printers etc.

[< back](#)

### Create Offer Template

Label:	<input type="text"/>	<input type="button" value="Find"/>
One Time Offer:	<input checked="" type="radio"/> Yes <input type="radio"/> No	
URL:	<input type="text"/>	
Description:	<input type="text"/>	
<input type="button" value="Submit"/>		

FIG. 25

Top > Product Availability & Information >>

## Printers etc.

[Browse down:](#)

### Edit Category

Title:

Description:

Sub-Categories:

Heading:

Placement: ☒ Left ☐ Right

☒ Should customers be allowed to create requests within this category?

FIG. 26

23/27

Welcome, 

[Logout](#) [Help](#)

 Improving the customer experience

[Analysis](#)

[Service Queues](#)

[Responses](#)

[Content](#)

[Administration](#)

[Edit](#)

[Move](#)

[New Sprocklink](#)

[New Category](#)

[New Request](#)

[Search](#)

[Go](#)

[Top](#) > [Product Availability & Information](#) > [Printers etc.](#) >>

## Back-order out of stock printer cartridges

[< back](#)

### Add New Request

1. Please describe what you want: (Please state this as a positive request!)

2. Please give a brief summary of your request:

I want:

☒ Check to track request

☐ Check to make request a hot topic

[Cancel](#)

[Submit](#)

FIG. 27

24/27

Welcome,

improving the customer experience

Tracking Queues Response Templates Content Admin.

Logout

See all

My queue

Search:

## Approve request

You are now working on this request. Click [here](#) to cancel.

Please review request and reword in a positive way if necessary.

1. The request location is: [Top](#) > [Product Availability & Information](#) > [Printers etc.](#) > [Back-order out of stock printer cartridges](#) > u3'

2. The story is:

There is no story for this request.

3. The Request is:

u3'

4. The request title is:

u3'

5. If necessary, [choose another location for this request](#)

6. (If necessary) Escalate to:

email@host.com

8. Design the response:

☐ Use parent's response: We are Sorry.  
Communication: "apology" Offer: "search cartridge" Solution  
Expires: 365 days after receipt

8a. Select communication template **New**

8b. (Optional) Choose an offer: **None**

☐ Solution ☒ Spiff

8c. Expires: ☐ 30 days after receipt ☐ 90 days after receipt ☒ 1 year after receipt ☐ Never

Submit

7. What to do with this request:


- ☐ Accept  
☐ Keep private  
☒ Reject (System will design response for you)

FIG. 28



25/27

## Top

Browse down: 

### Largest Dissatisfied Requests

380 ↓

Rank	Title	Members	Satisfaction
1	<u>Back-order out of stock printer cartridges</u>	35	3.0
2	<u>Suggestions for alternative printer cartridges</u>	22	3.4
3	<u>Discount bulk cartridges when buying a printer</u>	22	3.4
4	<u>Post delivery satisfaction surveys via email (not postcards)</u>	15	3.2
5	<u>The option to get a call-back from a Service Representative</u>	15	3.3

### Most Dissatisfied Requests

381 ↓

Rank	Title	Members	Satisfaction
1	<u>Occasional promotional coupons when I make a purchase</u>	4	1.0
2	<u>Better navigation.</u>	3	1.0
3	<u>Automatic log-in during return site visit</u>	2	1.0
4	<u>No errors on checkout.</u>	2	1.0
5	<u>Fix order confirmation page link</u>	4	2.0

### Fastest Growing Requests

No Data Available

### More Critical Requests

383 ↓

Rank	Title	Members	Satisfaction
1	<u>Better navigation.</u>	3	1.0
2	<u>Automatic log-in during return site visit</u>	2	1.0
3	<u>No errors on checkout.</u>	2	1.0
4	<u>purchasing management workflow</u>	1	2.0
5	<u>Black and white digital camera</u>	2	2.0

FIG. 29

- **Home**
- **Products**
  - Handhelds
    - Prism
    - Platinum
    - Deluxe
  - Springboard Modules
  - Accessories
  - Handspring Stuff
- **Software Links**
- **Developers**
- **The Company**
- **Customer Support**

**Overview** | **Compare** | **Buy** | **Details** | **Photos** | **FAQs**  
Or call 1-888-565-9393



now only  
**\$149**  
for a limited time \*

[illegible]

top

- Overview
- Details
- Frequently Asked Questions
- Photos
- Comparison chart



**now only**  
**\$149**  
**for a limited time!**



**free shipping!**

**30 Day Money back Guarantee**

Deluxe | Prism | Platinum

\*Offer good until 12/17/00. . . . . (MB) and USB cradle included.  
\*For details on our free shipping offer, click [here](#).

[International](#) | [Affiliates](#) | [Policies](#) | [Help](#) | [Feedback](#)  
Copyright © 1999-2000 Handspring

FIG. 30

please tell us **what you want...**

I want:

**Search**

Or call **(888)888-8888**

- [Home](#)
- [Products](#)
- [Software Links](#)
- [Developers](#)
- [The Company](#)
- [Customer Support](#)

## Instant Help

391

*Find a request below*

[Write a new request](#)

[Customer Request Directory](#) (10,234 requests)

☐ [Product](#) (1,221 requests)

☐ [Accessories](#) (101 requests) — 394

☐ [I want: Recharger option](#) — 398

☐ [I want: Flip cover](#) — 399

☐ [Springboard Modules](#) (201 requests) — 395

☐ [I want: GPS/map module](#) — 400

392 — ☐ [Sales](#) (2,356 requests)

☐ [New Products](#) (298 requests) — 396

393 — ☐ [Web site](#) (1,254 requests)

☐ [Finding information](#) (341 requests) — 397

[Write a new request](#)

**free shipping!**

\*on orders of \$100  
or more, click  
here for details

[International](#) | [Affiliates](#) | [Policies](#) | [Help](#) | [Feedback](#) | [Sign In](#) | [Register](#)  
Copyright © 1999-2000 Handspring

FIG. 31